

**PRSA Board of Directors Meeting  
San Diego Marriott Hotel & Marina  
November 5-6, 2009**

- Officers Present: Michael G. Cherenson, APR  
Gary McCormick, APR, Fellow PRSA  
Thomas E. Eppes, APR, Fellow PRSA  
Leslie J. Backus, APR  
Jeffrey P. Julin, APR
- Directors Present: Lynn D. Appelbaum, APR, Fellow PRSA  
Steven Lewis Grant, APR  
Jim Haynes, APR, Fellow PRSA  
Kathryn D. Hubbell, APR, Fellow PRSA  
Catherine A. Huggins, APR  
David M. Imre, APR  
Gail Liebl, APR  
Deborah A. Silverman, Ph.D., APR  
Philip A. Tate, APR  
Gail Winslow-Pine, APR
- Directors Absent: Kathy Nelson Barbour, APR  
Donald P. Kirchoffner, APR, Fellow PRSA
- Staff Present: William Murray, President & Chief Operating Officer  
Phil Bonaventura, Chief Financial Officer  
Karla Voth, Vice President, Special Events and Programs  
Melissa Yahre, Associate Vice President, Member Services  
Christina Darnowski, PRSA Director, Research & Project Management  
Donna Jonas, Executive Assistant
- Guests Present: Brook DeWalt, APR, International Conference Committee Co-Chair  
Marisa Valbona, APR, Fellow PRSA, International Conference  
Committee Co-Chair  
Dennis Wolcott, APR, International Conference Committee Co-Chair  
Dave Rickey, APR, Chair, Bylaw Task Force  
Ann Thomas, Esq., PRSA Legal Counsel  
Colette Collier Trohan, CPPT-T-PRP, Parliamentarian

The meeting was called to order at 11:45 AM PDT, November 5, 2009.

**Welcome**

Mr. Cherenson welcomed Board members to the meeting.

**President & COO's Report**

Mr. Murray gave a presentation regarding the operations of the Society.

MOTION: Mr. Imre moved and Mr. Julin seconded to authorize the PRSA COO to work with Pearson Publishing to consider forming a relationship. Motion passed.

**2009 Year-to-Date Financials**

Mr. Bonaventura and Mr. Eppes presented the 2010 Budget and financial report, outlining the challenges and realities we have faced this year and the prospects for the coming year.

MOTION: The Finance Committee recommended adoption of the 2010 Budget. Motion passed.

Mr. Murray outlined projects that have been completed and those that will be continued into next year.

### **Approval of Documents**

MOTION: Mr. Haynes moved and Ms. Silverman seconded approval of the October 20, 2009 Board conference call minutes. Motion passed.

### **PRSSA Charters**

MOTION: Mr. Tate moved and Ms. Appelbaum seconded approval of PRSSA Charters for Cameron University, Lawton, OK; Mercyhurst College, Erie, PA; and New England School of Communications, Bangor, ME. Motion passed.

### **Nominating Committee**

Mr. Julin presented the recommendation of the Nominating Committee for the International Assembly Delegate job description. Mr. Julin also presented the reports of the Nominating Committee and candidates regarding the 2009 selection process. A discussion was held regarding selection criteria for Board members.

### **Strategic Planning Committee Report and 2010 Vision**

Mr. McCormick described the process for this year's Strategic Planning Committee, and outlined the plans for next year. The 2010 Board will be focused in 5 areas: advocacy, The Business Case for Public Relations, communities, diversity and education. Board members will be liaisons in these areas as well.

The CEO Advisory Council will be created to be the eyes and ears of the industry, advising Mr. McCormick regarding issues of the profession. The Council will be comprised of senior professionals who are considered thought leaders.

### **Board of Ethics and Professional Standards**

Ms. Silverman reviewed a memo from Emanuel Tchividjian regarding the role of PRSA when members act unethically. Mr. Eppes has proposed that a process be established to identify which incidents will be addressed. Those that provide opportunities for "educational moments" would be evaluated by BEPS, with recommendations including Practice Standards Advisories (PSAs) created by BEPS as appropriate. Additional suggestions from BEPS were discussed.

The Board expressed its appreciation to BEPS and asked Ms. Silverman to report back to BEPS on the Board's comments. The Board believes the concepts are excellent and asks that BEPS further refine its recommendations and bring them back to the Board for additional consideration.

### **A Look Ahead**

Mr. Imre and Mr. Eppes presented a report on PRSA's current business model, with recommendations for options and priorities for the coming year.

MOTION: The Finance Committee recommended acceptance of the "Looking Ahead - The Business Model" plan and authorization of staff to move forward with the plan. Motion passed.

Board members presented follow-up reports for "A Look Ahead." Presentations were delivered regarding advocacy, diversity, future of the profession, international initiatives, seniors and students. A discussion followed.

MOTION: Ms. Appelbaum moved and Ms. Huggins seconded adoption of transforming advocacy and aligning the advocacy plan with the 2010 Strategic Plan. Motion passed.

### **Committee Chairs for 2010**

MOTION: Mr. Julin moved and Mr. Imre seconded to approve the appointment of Committee Chairs as presented by Mr. McCormick. Motion passed.

### **International Conference Report**

Ms. Valbona welcomed the Board to San Diego. Mr. Wolcott expressed the Committee's appreciation to Ms. Voth and PRSA staff. Sponsorships have exceeded the goal by \$28,000. New sponsorship levels were created: Patrons at \$100, and Industry Supporter at \$375. Ms. Valbona raised \$3,750 in approximately 3 hours through her efforts with this program. The exhibit space is sold out. As of today, 96% of the goal for registrations has been reached, and revenue goals are expected to be met. There are 71 international registrants, all with "buddies."

Ms. Voth thanked for Mr. DeWalt for serving as liaison with the military. Mr. DeWalt developed the curriculum for the military thread throughout the conference schedule.

The Board thanked Ms. Voth, Ms. Valbona, Mr. Wolcott and Mr. DeWalt for their efforts in planning a successful conference.

### **Membership and Sections Update**

Ms. Yahre delivered a presentation regarding new membership initiatives and the status of Sections. Ms. Yahre described the Section Business Model and how it has been implemented over the past 18 months. Staff has reviewed the progress of each Section and has recommended changes to Food and Beverage, Corporate Social Responsibility and Multicultural.

MOTION: Mr. Imre moved and Ms. Winslow-Pine seconded to support the staff recommendation on sunseting/combining Sections, including merging the Food and Beverage Section with Travel and Tourism; transitioning Corporate Social Responsibility to a council of experts; and merging Multicultural with the Diversity Committee. Motion passed.

### **Bylaw Rewrite/Assembly Report/Preparation for Assembly and Conference**

Mr. Rickey and Ms. Darnowski provided an update regarding the Bylaws Rewrite and plans for the Assembly.

Legal Counsel Ann Thomas, Esq., and Parliamentarian Colette Collier Trohan, CPPT-T-PRP provided an update regarding procedures for the Assembly.

### **Executive Session**

Mr. Julin moved and Ms. Appelbaum seconded to go into Executive Session.  
Mr. Tate moved and Mr. Julin seconded to go out of Executive Session.

The meeting adjourned at 3:10 PM PDT, November 6, 2009.

Respectfully Submitted,

Leslie J. Backus, APR  
2009 Secretary